



DUBAI GOLD & JEWELLERY GROUP

## IMPORTANT TRADE CIRCULAR

Date: December 19, 2017

Ref: TC/DSF2018/19-12/17

### 'City of Gold Coin' – Dubai Shopping Festival 2017-'18

Dear Valued Members,

#### **Greetings from Dubai Gold & Jewellery Group!**

We are pleased to inform you that DGJG will be conducting a grand group promotion for the 23<sup>rd</sup> edition of **Dubai Shopping Festival** which extends from **26 December 2017-27<sup>th</sup> January 2018 (33 days)**. Please find below the campaign mechanism and other finer details of the campaign.

#### **'City of Gold Coin'**

Dubai Gold & Jewellery Group will be launching a special souvenir gold coin in concurrence with Dubai Shopping Festival 2018. The coins would be of 999 purity and will be available for purchase from retail jewellery stores, Dubai Duty Free, In-flight stores etc. in two denominations.

Please find below the specific details of the coin:

The coin to be launched in two denominations:

- ✓ Gram denotations : 4 grams , 8 grams
- ✓ Purity: 24 ct. (999)
- ✓ Size (diameter) 21 mm
- ✓ Packaging – Exclusive packaging with specific theme

#### **Gold Coin purchase**

The City of Gold Coins will be available for purchase from the group's office from December 24<sup>th</sup> – Sunday onwards by cash/current dated cheque payment.

#### **Pricing:**

Dubai Gold & Jewellery Group will update the price for the coin on daily basis at 9 am along with the daily retail jewellery price. This is to ensure that the coin price reflects the international ounce rate. The price will be updated in the gold rate display board at 9 AM (with frequent flashing in screen along with live scroll) and will remain the same throughout the day.



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<b>Particulars</b>	<b>4 gram - AED</b>	<b>8 gram - AED</b>
A. Price to retailers	Daily gold price + AED 30 /coin (making charge & raffle coupon)	Daily gold price + AED 40 /coin (making charge & raffle coupon)
B. Retailer Margin	30	50
<b>C. Price to Consumer</b>	<b>A + B</b>	<b>A + B</b>
Raffle coupons	1	2

If require any clarifications, please write to us at [info@dubaicityofgold.ae](mailto:info@dubaicityofgold.ae) , 04- 2291188

We look forward to your participation in DGJG DSF 2017-18 Campaign.

Thanks & Best Regards,  
**Marketing Sub-Committee**  
**Dubai Gold & Jewellery Group**